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BABY
ELI

WHEEL

OPTIMIST

BIG ELI
WHEEL

Copyrighted 1925 by Eli Bridge Co., Jacksonville, Ill.

Jacksonville, Illinois

April, 1925



FRONT COVER

The photograph shown on the front cover for April is a No. 5 BIG ELI Wheel, the property of Messrs. Flanders and Carlson. Messrs. Flanders and Carlson visited the plant of ELI BRIDGE COMPANY in July 1924, when they purchased the No. 5 BIG ELI Wheel as shown on the front cover.

Reports on this Wheel indicate that despite the unfavorable weather conditions, this Wheel did a good business during the operating season of 1924.

The photograph was taken at Mondovi, Wisconsin. Mr. Flanders writes us as follows:

ELI BRIDGE COMPANY

Jacksonville, Illinois.

Dear Sir:

We are enclosing a snapshot of our BIG ELI Wheel in action. We hope you will be able to use this in the OPTIMIST.

Yours very truly,
C. G. FLANDERS

NEWS FROM THE RIDES

Oh! Boy, here is the kind we like to get.

ELI BRIDGE COMPANY

Jacksonville, Illinois

Gentlemen:

The car containing the BIG ELI Wheel and Calliaphone arrived and everything seems to be O. K. We did not set the Wheel up as the weather looked bad. We will start erecting as soon as it looks like spring. I am more than pleased with the Power Unit.

Say boy, that was some speed for a box car. It left your Station on February 12th and arrived here at 11:00 A. M., the 17th. Five days in transit. That is absolutely service. Will write you again when we get the Wheel in operation.

Yours

Big A Amusement Co.

C. Atkins, Manager.

expressly for Johnny J. Jones Exposition by ELI Wheel Company, Jacksonville, Illinois."

We thank you Mr. Salter. May your shadow never grow less.

ELI BRIDGE COMPANY,

Jacksonville, Illinois

Gentlemen:

We have received your letter of recent date and also the OPTIMIST. You may inform the gentleman whose picture is on the front cover, that the Writer of this letter is personally acquainted with him. Now that we are better acquainted I wish to state that Mr. Garrett and myself have read every word in the OPTIMIST and would greatly appreciate it if you would send us a copy every month.

Last fall we bought a BIG ELI Wheel from Mr. Victor D. Levitt. It is a 10 seated machine. We are going to set it up in our winter quarters in a few weeks and wish you would send us a Price List of repair parts at your earliest convenience.

Thanking you in advance, we remain.

Yours very truly,
Conklin & Garrett.
(Signed) James W. Conklin

**ELI POWER UNITS
ARE RELIABLE**

We are in receipt of the Johnny J. Jones Exposition News, published at Orlando, Florida, Edited by Edward Russell Salter. We note one particular news item that is of interest to ELI BRIDGE COMPANY and BIG ELI Wheel owners.

"Johnny J. Jones' BIG ELI Giant Wheel. The old reliable that has stood the test of time and today is more popular than at its initial appearance of over a quarter of a century ago. Built

The photograph shown on this page is a Parker Merry-go-round, the property of F. L. Flack. Mr. Flack wrote us as follows:

F. M. Crabtree, Editor,

The OPTIMIST

Jacksonville, Illinois.

Dear Friend Crabtree:

The February issue of the OPTIMIST came duly to hand and I want to compliment you on having at least two real portraits therein, Mr. Lee

for some owner of a BABY ELI Wheel to place a Kiddie Ride with my Show for the coming season, and I am writing to ask if you are in touch with a buyer who is looking for a Show with which he might book a Baby ELI Wheel.

We have an excellent route nearly all booked for the season, including twelve of the biggest and best Fairs in this section of the country.

Trusting that you can give us some advice on the above subject and with



F. L. Flack's Merry-go-round

Sullivan's and Mr. Ben Roodhouse's. Most portraits seem to have an artificial or posed effect, but these two are distinctly natural. Lee looks as I imagine he would appear, if I were to drop off of the morning Wabash and come over to the Factory. With best wishes as ever to all my ELI friends, I am

Sincerely yours,
F. L. Flack.

ELI BRIDGE COMPANY
Jacksonville, Illinois.

Gentlemen:

We have an excellent opportunity

best wishes, I am

Yours very truly,
Frank West,
Greensboro, North Carolina.

ELI BRIDGE COMPANY
Jacksonville, Illinois

Dear Sir:

I received all copies of the OPTIMIST at my winter home in Coshocton, Ohio. Thank you very much for same as an operator can get some very good ideas from the little magazine. I am sending you a picture of the Wheel taken at Batavia, New York. In this

picture you will see quite a few of the rides I have to "buck" yet I have never failed to get my share of the money with the BIG ELI. There are nine rides on the Dobyns Shows but the BIG ELI still gets the choice location, as you can see by the picture.

I am leaving the 10th of March for Winter Quarters at York and I will appreciate the next OPTIMIST being sent to that address.

Thanking you very much for all favors, I am

Yours truly,
E. C. Hook,
c/o Geo. L. Dobyns Shows
York, Pennsylvania.

Jacksonville, Illinois.
Dear Sir;

I think the last time you heard from me was about this time last year. Since then I have taken charge and become Manager of my Mother's Company. I am sending you a photo of the State Fair in Oregon at Salem, but it has the appearance of being a Fair for rides as there are thirteen rides. We had three and Levitt, Brown and Huggins Shows had ten. The Merry-go-round with the dark tent over it is ours and the Wheel with the white seats. Also you can see our new Whip. The two Wheels were just in front and faced each other, just about 25 ft. of Midway between. I cannot tell you which one got the most



Midway at the Oregon State Fair, 1924

This unusually fine photograph of the State Fair at Salem, Oregon was furnished us by Mr. W. F. Browning of the Browning Amusement Company. We are privileged to publish an excerpt from Mr. Browning's letter.

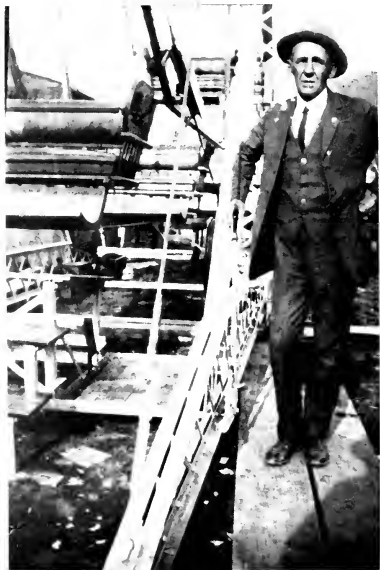
ELI BRIDGE COMPANY

money as they were full from early in the morning until late at night and at the same time it was raining. I have never seen people ride Wheels in such a hard and steady rain in all my life. One thing you cannot see is the pit of the Whip, we are especially proud of this because it is neat and clean, and this is

due to the fact that it is operated by an ELI Power Unit. You don't see any water buckets standing on the platform or in the pit. We just put water in the radiator in the morning for the first time and that is the end of the water troubles.

How is W. E. Sullivan? We never hear from him any more.

Yours truly,
W. F. Browning



Jack Raney

The photograph of the gentleman on this page is a very unique photograph of Mr. Jack Raney. Mr. Raney operated the BIG ELI Wheel for Mr. Robert Work on the Harry C. Copping Shows for the season of 1924. Mr. Raney will operate the BIG ELI Wheel for Mr. J. A. Montgomery for the season of 1925. It is very seldom that we have a good photograph of a BIG ELI operator and this is especially appreciated.

The photograph of the BIG ELI Wheel in this column was furnished us by Sam Spencer of Brookville, Pennsylv-



Spencer's BIG ELI Wheel

vania. Mr. Spencer visited the Factory of ELI BRIDGE COMPANY in past years and is an old and experienced ride man. It has been some time since we heard from Mr. Spencer. Mr. Spencer wrote us recently.

ELI BRIDGE COMPANY,
Jacksonville, Illinois.

Dear Friends:

Just a line to inform you that spring will soon be here so I will have to get a new suit for BIG ELI No. 5. Please send me three gallons special ELI aluminum enamel. That is all I think of this time. Thanking you for past favors, I am

Yours truly,
Sam E. Spencer.

P. S. If you can find room for the post card in your OPTIMIST, I will thank you for same.

We are pleased to publish a letter from Mr. E. Z. Reading of Nashville, Tennessee.

ELI BRIDGE COMPANY

Jacksonville, Illinois.

Dear Sir:

The ELI Power Unit received and we have tried it out and believe it is going to work nicely.

I think we will play lots here for a while. We will start the last of March or first of April here and we have the Wheel all painted and Carousselle

nearly completed. It sure looks like it ought to get the money. I wish the House a very successful year, everything looks fine in this country. We have more Fairs than ever and are building a fine coliseum in the Fair-ground here. You will hear from me as soon as we open.

Yours truly,
E. Z. Reading,
General Delivery,
Nashville, Tennessee.

BIG ELI CLOSED TICKET OFFICE

The ticket office contains electric wiring and sockets, enough for four lamps. It is portable, as it is connected at inside corners and to base by loose pin butt hinges. When getting ready to move, it will collapse into small space for handling.



Height.....6 feet
Width.....3 feet 3 inches
Depth.....3 feet 3 inches
Door (not shown in photograph)
Height.....5 feet 3 inches
Width.....2 feet 6 inches
Floor base
Width.....3 feet 6 inches
Depth.....3 feet 6 inches

The finish of the ticket office is the same as on BIG ELI seats. First we apply a coat of lead primer and finish with color varnish and clear varnish. The colors are red on the outside and stone grey on the inside.

This makes a very attractive closed ticket office and provides comfort for the ticket seller and protection to the ride receipts and adds plenty of flash for the Ride.

Please write us for prices on this special closed ticket office.

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the season of 1925. We do not guarantee these Parks and Companies other than to give their name and address and such data as has been furnished us. Write us asking for address and information on any individual Park or Amusement Company by number as given in this list. (Example, if you desire information on Coreys Greater Shows, just ask for particulars on No. 9.)

- | | |
|--------------------------------|--------------------------------|
| 1. Al Fresco Park | 32. Mayflower Grove Park |
| 2. Arnolds Park | 33. Monroe Park |
| 3. Clason Point Park | 34. Malone Amusement Park |
| 4. Conomac Park | 35. Mounds Park |
| 5. Crystal Lake Park | 36. Moundbuilder's Park |
| 6. Chutes at the Beach | 37. Midland Beach |
| 7. Chicago Lake Park | 38. Minerva Park |
| 8. Celoron Park | 39. Mad Cody Fleming Shows |
| 9. Coreys Greater Shows | 40. Morasca Circus & Bazaar Co |
| 10. All Canadian Shows | 41. Murphy Bros. Shows |
| 11. Dayton's Amusement Park | 42. Norumbeta Park |
| 12. Geauga Lake Park | 43. Macy's Exposition Shows |
| 13. High Cliff Park | 44. Metropolitan Shows |
| 14. Healy's Park | 45. Great Eastern Shows |
| 15. Holloween Park | 46. Oak Grove Park |
| 16. Hague Park | 47. Porters Bros. Shows |
| 17. Highland Park | 48. Sewaren Beach |
| 18. Herman's Mighty Exposition | 49. Sandy Beach |
| 19. Hamwey Amusement Co. | 50. Shade Grove Park |
| 20. Interlaken Park | 51. Savin Rock Park |
| 21. Illini Beach Park | 52. Summit Beach Park |
| 22. Joyland Amusement Park | 53. Sea Breeze Park |
| 23. Joyland Park | 54. Suburban Gardens |
| 24. Joyland Park | 55. Unger's United Attractions |
| 25. Klinkert Park | 56. West Lake Amusement Co. |
| 26. Lenape Park | 57. Willow Beach Park |
| 27. Lakewood Park | 58. Wonderland Exposition Show |
| 28. Luna Park Amusement Co. | 59. Broad Ripple Park, Inc. |
| 29. Lakeview Park | 60. Forest Park |
| 30. Lake James Beach | 61. Seccaum Park |
| 31. Lester Park | 62. Walnut Gardens |

PARKS

The photograph shown on this page shows the BIG ELI Wheel No. 16 owned by Hugh W. Hill of Birmingham, Alabama. We recently published a photograph of Mr. Hill's Caterpillar and also his Aeroplane Swing. Since that time we have secured a photograph of his No. 16, which we are using this month in the Park Department of the OPTI-



Hugh W. Hill's BIG ELI No. 16

MIST. Mr. Hill wrote us recently.
 ELI BRIDGE COMPANY
 Jacksonville, Illinois
 Gentlemen:

Just had the pleasure of reading the OPTIMIST which was thoroughly enjoyed. Give my regards to Mr. Crabtree.

I am now in Winter Quarters and work is progressing nicely. Winter Quarters are established in an abandoned Church and I will send you a photograph as I think this is quite out of the ordinary for a Show to be wintering in such a place.

In the event Mr. Sullivan passes thru Birmingham please extend an invitation to him and his party to visit me. With kindest regards, I am

Yours very truly,
 Hugh W. Hill

Mr. Latimer of Garrett Mountain Amusement Park writes us under date of March 2nd.

ELI BRIDGE COMPANY,
 Jacksonville, Illinois.

Gentlemen:

Have your letter of February 26th and have noted contents. In reply wish to state that I am very much interested in your BIG ELI Wheels and it is our intention to have one of them put in on a percentage basis.

I have all of your correspondence before me and should I have anyone interested in placing a Wheel, I will give them the information regarding same and mail you their address.

Thanking you for your courtesy in the matter, I am

Very truly yours,
 Garrett Mountain Amusement
 Park Co.,
 George Latimer.

Dear Sir:

I would like to communicate with one of your customers in regard to placing a Wheel in this Park on the percentage basis.

Thanking you for past information and for your future copies of the OPTIMIST, I remain

Yours very truly,
 John J. Bennett

BIG ELI TALKS

By the Associate Editor



Just a few days ago a 1925 Model Calliope reached the BIG ELI Factory and in looking over this for outstanding improvements the thought occurred to me that a description of these improvements would

no doubt be interesting to OPTIMIST readers.

The accompanying photograph will give you an idea of the appearance of this outfit but cannot do justice to the

is the most up-to-date tracker-bar we have ever seen on an automatic played instrument. It is of all brass and the front is readily removable so that the dust screen may be cleaned without difficulty. This new tracker-bar is a real improvement and one that will be much appreciated by riding device men who have had experience with organs, and who know the desirability of having the dust screen in a handy position where it can be readily cleaned on a busy day to get maximum results from the instrument.

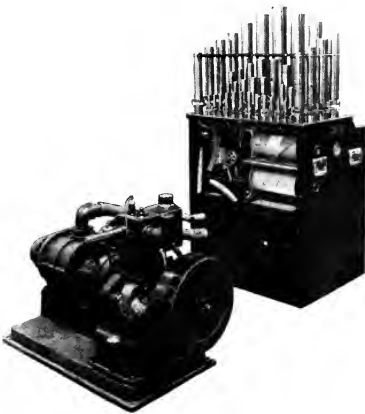
The Speed Regulator on the instrument is another good improvement. This is substantially built and very accurate. The Calliophone may be played fast or slow by a slight variation of this speed regulator.

The release and re-wind mechanism, also the braking mechanism of the instrument have been greatly improved. The action in the Tangley Calliophone is a positive action that has been proven the best for automatic or hand playing.

The Tangley Calliophone like the BIG ELI Wheel has been in existence for many years. The Manufacturers have been constantly alert toward the improvement of the instrument until now they have a simple, almost entirely weather-proof, positive playing instrument that can either be used as an automatic player or for hand playing purposes. This Calliope is built in a real factory, ready to give you service, and the Company stand behind their instruments with the guarantee of satisfaction.

If you are interested in a real outdoor musical instrument for your ride or Mid-Way let us tell you more about the Tangley Calliophone. Many ride owners are now using these with splendid success.

Yours very truly,
Ben O. Roodhouse



flashiness of the fine walnut finish all steel case, lacquered brass whistles and nickel plated handles and trimmings.

The Power outfit you see in the photograph is a Tangley upright engine, flexibly coupled to the air blower, all mounted on a solid base. This is very practical power equipment for operating the instrument.

Now for just a few of the outstanding improvements on the 1925 Calliophone:

The **new tracker-bar** (shown just below the roll of music in the picture)



F. M. CRABTREE, Editor

A Monthly Magazine for the benefit of those interested in the riding device business. A magazine supporting clean amusements and published in the interests of ELI BRIDGE COMPANY of JACKSONVILLE, ILLINOIS, U. S. A., builders of the Famous BIG ELI WHEELS.

W. E. SULLIVAN.....President
R. A. YOUNG.....Vice President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

EDITORIAL

CALAMITY HOWLERS

Amid a restless and changing world there are many things which cause us to pause and wonder. One thing is as sure as the rising of the sun and that is the unchanging certainty, that the moods and temperaments of men remain the same. Calamity howling has become a pastime with some folks. Men have always found an opportunity to find a "beam in their neighbor's eye." We do not believe he has changed perceptibly during all the centuries. In other words, human nature is the same old "brand" that came out of the Garden of Eden. We are just as prone to shift the responsibility as our old Grandsire, Adam. It doesn't require any great amount of brains to criticize and howl about the glaring transgressions of our neighbors. When we look closely into history, we find that every period has had its calamity howlers. But in most cases their pre-

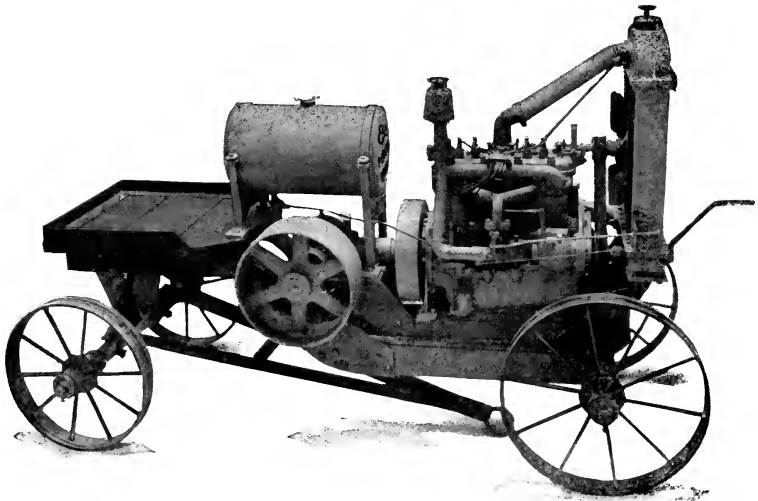
dictions have come to naught, the world has gone on doing business at the old stand. Civilization has advanced and will advance and there will be improvement in all human affairs.

"We view with alarm" is a stale old bromide that politicians have used when they didn't have much of anything to say. Whenever you hear a man howling about business and the general condition of the country you can mark it down that he is a calamity howler and belongs to that breed of pessimists who never see anything in the sky but a cloud of doubt and perplexity and have never seen the rainbow of hope.

It does not require a great amount of intellect or keen observation to note that the world is on the up-grade, that we are a progressive nation and that business is going on just the same, regardless of all the calamity howlers this side of perdition.

A look backward across the sands of time is enough to convince one that the cause of all the chaos and discord in the world is caused by people who never see good in anything. Like that gaunt old buzzard which flies high over our heads, they are always looking for something rotten. There is a specter of gloom which over-shadows the souls of calamity howlers like the lice in the plagues of Egypt. This is a pretty good old world, a dandy place in which to live, and we have no desire to leave it. We are not going to draw the cloak of misery around about us and like some ancient monk withdraw ourselves to a monastery and live the rest of our lives in gloom and woe. The world is growing better and business conditions are growing better. We are very thankful today that we are not compelled to live in log houses and travel on horse back. There is an inscription written by an inspired man of old which reads thusly, "Say not that other days are better than these." Let the inflexibility of this commandment with its stern implication bring us back to soberness of thought.

ELI POWER UNIT



THE RELIABLE POWER

The ELI Power Unit has achieved a remarkable reputation among BIG ELI Wheel owners for complete reliability, great power, smoothness and almost unbelievable economy. It is the ELI Power Unit mounted on ELI Steel Truck. The truck is a BIG ELI product, is covered by patent and used by ELI BRIDGE COMPANY for mounting various styles of engines during the past several years. It is the Power Unit that was especially designed for operating BIG ELI Wheels, Merry-go-rounds, Whips, in fact any make of riding device that is in operation to-day. The cut under truck feature is made so that the Power Unit may be turned around in its own length. When it is loaded in a car the front Wheels may be turned around and the tongue placed under the truck to save space.

The ELI Power Unit is the most practical power outfit for any use, not exceeding its horse power capacity. It was especially designed for operating

riding devices. It is a combination of real power, rigid construction and light weight. It is ideal for any one needing a portable Power Unit.

As to its reliability we only have to refer to the many owners of ELI Power Units who from time to time have been writing us voluntarily and telling us what a wonderful Power Unit this is for reliability.

POWER

Under this heading we want to emphasize the importance of power. The ELI Power Unit develops 16.3 h. p. on the pulley, which is sufficient for operating any portable riding device in use to-day.

In loading your BIG ELI Wheel you need not fear that an overload on one side is going to stall your engine. This was taken care of by engineers, when designing this Power Unit. There is an abundance of power for operating any portable riding device.

SMOOTHNESS

There is no bump, jar, rattle or ex-

cessive noise about the ELI Power Unit in operation. It was built to operate smoothly and quietly and also transmit the power from the driving pulley to the driven pulley on the riding device without jerk or jar.

ECONOMY

It is almost unbelievable how little expense you are required to put on the ELI Power Unit. It is a four cylinder, heavy duty type, compact outfit, equipped with built-in governor, high tension magneto, Zenith carburetor, cast iron radiator and fan cooling system.

Recently a customer of ours wrote us that he had operated his ELI Power Unit for 15 hours on that day and that his engine was just as cool when he closed down as it was when he started. This combined with the small amount

of gasoline and oil used to keep this Power Unit in operation is an ideal engine and makes it an ideal Power Unit for any riding device.

It does not require an expert mechanic or engine man to keep the ELI Power Unit in good running order. They are all adjusted, filled with oil, all parts being properly lubricated before leaving the Factory. You simply follow the instructions which we send with the Power Unit, put in water and gasoline and you are ready to go. Full particulars and prices of ELI Power Units will be furnished on request. They are cheaper in the long run. We have ELI Power Units in stock and can make immediate shipment at least within a few hours after order has been placed with us.

B A B Y E L I

Believing that Kiddie Rides are becoming more and more popular each season, we respectfully submit the following photograph and description of our No. 6 Baby ELI Wheel.

Last year we predicted that the Kiddie Rides would be featured and our prediction has been confirmed. If you are contemplating the purchase of a Kiddie Ride, you most naturally would want to know something about its mechanical parts.

The Baby ELI No. 6, 1925 Model is built strong and rigid with lace base and towers, double steel angle knee-braces, and windbraces, steel angle spokes and rims; stands 15 feet 7½ inches high from baseboards to the top of the top seat. As is illustrated in the photograph, the Baby ELI Wheel carries six miniature ELI safety seats, with folding foot bottoms and hinged handlebars.

The revolving steel wheel is 12 feet 2½ inches in diameter; the base is 11 feet long (front to back) and 16 feet 3½ inches wide to the outside of windbraces. Width between bases 5 feet 5½ inches. The weight of the Wheel complete, including motor, all boxes,

crates, tools and everything necessary for the proper erection and operation of the Wheel, is 2,594 pounds.

Another very important feature which the buyer ought not overlook when securing a Kiddie Ride, is the quality of



materials used in manufacture. When you buy a Wheel built by ELI BRIDGE COMPANY you are insured against every imperfect feature, as the BIG ELI guarantee goes with every product we build. Baby ELI Wheels are built as safe as good engineers and expert

workmanship can build. The spokes are of single Bessemer steel angles fitted into specially designed sockets in the hubs. The rims are of STANDARD Bessemer ELI steel angle rims. The seat pins, seats, driving blocks, cable and driving gear are all duplicates of the BIG ELI Wheel, only in reduced size. The bases are in one piece instead of being divided at the tower like the BIG ELI Wheel and these bases are light enough and short enough to be handled as one piece. The towers are all in one piece, whereas, the towers of BIG ELI Wheels are hinged in the middle.



In order that you may know just how safe and how comfortable the Baby ELI seats are made, we are this month publishing a photograph which gives the reader a definite idea of Baby ELI seats. The picture on the left is a picture of the Baby ELI seat shown

just ready to place on the Baby ELI Wheel. Next is the photograph of the seat placed in a shipping crate. These seats will carry from 2 to 4 kiddies each. The weight of the seat as shown is 63 pounds. With the crate and 10 oz. double filled khaki cover the weight is 116 pounds.

The six miniature seats are built and finished as good as first class material and workmanship can produce. No cost is spared in building this Kiddie Ride. The Baby ELI Wheel is not a cheaply constructed ride. The seats are upholstered with genuine pantasote with removable cushions, the same as BIG ELI seats. The colors, are red and green which alternate and the seats are properly numbered in rotation for convenience in loading and unloading the children.

Another important feature about the Baby ELI Wheel is that although it is a miniature BIG ELI in appearance, it is built entirely interchangeable, every piece of a kind alike, as there are no numbered parts. The Wheel can be quickly handled in both erection and taken down by two men, without the aid of derrick, block or tackle, which is an important feature in your overhead expense.

If you are contemplating the purchase of a Kiddie Ride, we invite your correspondence as to price and terms on this popular Kiddie Ride.

PAINT

Now is the time to paint your BIG ELI Wheel.

It means more gross receipts on the season.

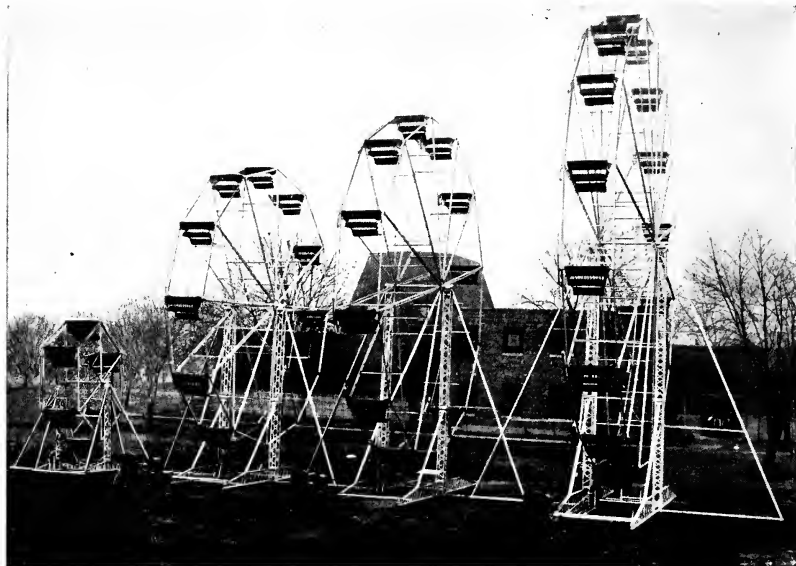
| | |
|---|--------|
| Special ELI Aluminum Enamel, Gallon..... | \$5.00 |
| Special ELI Aluminum Enamel, 1/2 Gallon..... | 2.60 |
| Orange Yellow Color Varnish, Gallon..... | 3.20 |
| Orange Yellow Color Varnish, 1/2 Gallon..... | 1.85 |
| Green Color and Varnish Quart..... | 2.00 |
| Red Color and Varnish Quart..... | 2.00 |
| Master Varnish, Clear, Quart..... | 2.00 |
| Seat numbers per set for No. 16—\$3.80; No. 12—\$3.00; No. 5—\$3.00; No. 10—\$2.20. | |

Order shipped the same day received

Use order blank and ask for more.

ELI BRIDGE COMPANY
Jacksonville, Illinois.

FOUR MODELS OF BIG ELI WHEELS



No. 6

No. 5

No. 12

No. 16

If you are interested in the riding device business, there are some important details about this business that you should be acquainted with, before you finally decide on what riding device you are to purchase.

BIG ELI Wheels remain good money-getters, when other similar devices fail. Over twenty-five years experience stands behind these riding devices and BIG ELI quality appears in every detail of their construction. It is not necessary for you to be a Master Mechanic, in order to operate a BIG ELI Wheel. All the important details regarding the mechanical features of BIG ELI Wheels have been worked out by our Master Mechanic and Engineers. All that is necessary for us to do is to prove to you the money-earning power of BIG ELI Wheels, their endurance or lasting qualities and minimum expense of operation.

EARNING POWER

If you are interested in the riding device business, you necessarily want to know something about the earning power of the device. BIG ELI Wheels and especially the No. 5, have been consistent money-getters for many years. When it became evident, in this business, that the trade demanded a smaller Wheel, yet with the same carrying capacity as the No. 12, we designed and brought out the No. 5. Since that time it has proven to be a popular size for moving organizations, Carnivals, etc.

Many BIG ELI Wheel owners tell us that if they had to do away with all other devices and retain one riding device it would be the BIG ELI Wheel. Reports which constantly reach us during the operating season, prove our assertion when we say that the BIG

ELI Wheel No. 5 is a consistent money-getter.

One owner last year purchased a Wheel on the 20th of June, operating this Wheel thru the summer, and sent us the last payment on his BIG ELI Wheel the 20th of October, just four months from the time this Wheel was shipped from the Factory in Jacksonville this man, out of the earning of his BIG ELI No. 5, paid for it. That is the best argument we know, for the earning power of the No. 5 BIG ELI Wheel.

ENDURANCE

If you were purchasing a riding device you would want something that would not wear out the first season and cause a lot of extra expense in repairs. Our repair bills prove that BIG ELI Wheels do not require a great amount of repairs and being built of the best material and by the best workmen, these Wheels are built with that enduring quality that bespeaks credit for any manufacturer, and of which we are exceedingly proud.

OVERHEAD EXPENSE

BIG ELI Wheels and more especially the No. 5, which is the subject of this article occupy less space on the Midway than any similar device. Not only do they occupy less space on the Midway, but they have a minimum of expense. It only requires two men to operate this Wheel after it has been erected.

The No. 5 BIG ELI Wheel carries 12 standard BIG ELI seats and stands 40 ft. 3 in. high, and carries from 24 to 36 passengers per trip, although 48 passengers have ridden this Wheel at one trip. There is a reason for our giving you these dimensions. It has never been the policy of the officials of ELI BRIDGE COMPANY to misrepresent any product. We could not truthfully say that this Wheel was 40 ft. high when it measures 40 ft. 3 in. For that reason we are giving you the exact measurement of the Wheel.

BIG ELI NO. 5

The BIG ELI Wheel No. 5 is always the first ride ready to operate when a Carnival arrives in a city and will run until all other rides are in course of being dismantled and then the BIG ELI Wheel can be dismantled and loaded first. This is caused by its being built interchangeable, every piece alike and will fit anywhere you choose to place it. There are no numbered parts about BIG ELI Wheels when you take in consideration the matter of erection.

The ELI Power Unit, described in detail on page 71, is the machine we designed especially for operating BIG ELI Wheels. It supplies an even and sufficient power for the operation of BIG ELI Wheels at a minimum of expense. If the BIG ELI Wheel is equipped with an ELI Power Unit, you need not fear that your riding device is going to give you trouble when the crowds are on the Midway and ready to spend their money.

Standard equipment with the No. 5, 1925 Model BIG ELI Wheel includes the ELI Power Unit; sixty 23 watt Mazda Lamps and necessary wiring for same; loading platform; ticket-box; driving belt; necessary crates and boxes; ropes and tackle blocks; all tools necessary for the proper erection and operation of the Wheel, including a substantial tool box. ALL BIG ELI Wheels are shipped complete. All that is necessary is to pay particular attention to erecting directions which we send and these are accompanied by photographs which give the process of erecting the BIG ELI Wheel in rotation.

The weight of the No. 5 BIG ELI Wheel and all equipment including the ELI Power Unit mounted on truck is 12,375 lbs.

We are more than glad to go into detail concerning any part of the BIG ELI Wheel business. Write us and let us tell you about our easy time payment plan.

THE ARISTOCRAT



No. 16 BIG ELI Wheel

Several years ago it became evident that we must build a BIG ELI Wheel suitable for Parks. Our knowledge of materials and the means of using them was a great assistance to us in design-

ing and building a larger and better BIG ELI Wheel. ELI BRIDGE COMPANY being prompted by a spirit of service would not be satisfied with anything but the very best. The

policy of the Company has always been to assume the full responsibility of building the very best riding device possible and giving the buyer the benefit of our years of experience in operation and at a price that would not be boosted to a height beyond the reach of the ordinary outdoor showman because of an expensive campaign of advertising.

Our prices are based on efficient and economical operations and are consistent with the quality of the work produced. The Aristocrat of riding devices the No. 16, 1925 Model BIG ELI Wheel is the largest portable Ferris Wheel in operation; being a Wheel designed for Piers, Parks, Beaches, etc., yet at the same time is built absolutely interchangeable and portable.

The No. 16 BIG ELI Wheel, as a large profit earning riding device, has proven itself a real investment for Parks, Piers and Beaches as well as with Carnivals.

The next part of the article is written that you may have an idea of the specifications and equipment of this popular Park Model, the No. 16 BIG ELI Wheel.

The No. 16, 1925 Model BIG ELI Wheel measures 55 ft. 2 $\frac{3}{4}$ in. high from the bottom of the base to the top of the top seat. This Wheel has a carrying capacity of from 32 to 48 passengers per trip.

At the top of the BIG ELI Wheel the vision of the rider is a little higher than the Wheel itself as the patented BIG ELI safety seats carry the patrons to the top of the structure. This is not true with the enclosed car type of Wheels. Several years ago we built enclosed car type Wheels but found they were not popular as patrons of BIG ELI Wheels do not wish their view obstructed. The cars of the enclosed type hang from the top of the structure and the line of vision is several feet below the top of the Wheel itself. This, together with the fact that patrons riding a BIG ELI Wheel want to have a clear vision of all surroundings, is one of the reasons for not

using the enclosed type cars.

Another important reason for not building the enclosed car type Wheel is the difficulty in loading and unloading passengers; as compared with the more easy way of loading and unloading with the open type seats.

We wish to call your attention to two things which constitute the earning power of any riding device. First—its popularity; Second—its trip load capacity. Experience has shown that the No. 16 BIG ELI Wheel creates greater interest on a Midway where a trip capacity of 16 seats instead of 12, carrying 48 passengers instead of 36. The No. 16 has the capacity to earn more money after the interest is created. You therefore, have the combination of drawing power and earning capacity, two very essential points.

The most important thing about a riding device is the earning power. The No. 16 BIG ELI Wheel is not an experiment but a proven profit earner.

Another very distinctive feature about BIG ELI Wheels that must be taken into consideration when you are comparing the BIG ELI Wheel with other riding devices, is the importance of durability. One very important and very essential feature about BIG ELI Wheels is that none of them have ever worn out. Riding device owners have told us repeatedly that their BIG ELI Wheel is the one ride which does not require constant renewing of parts and endless expense for repairs.

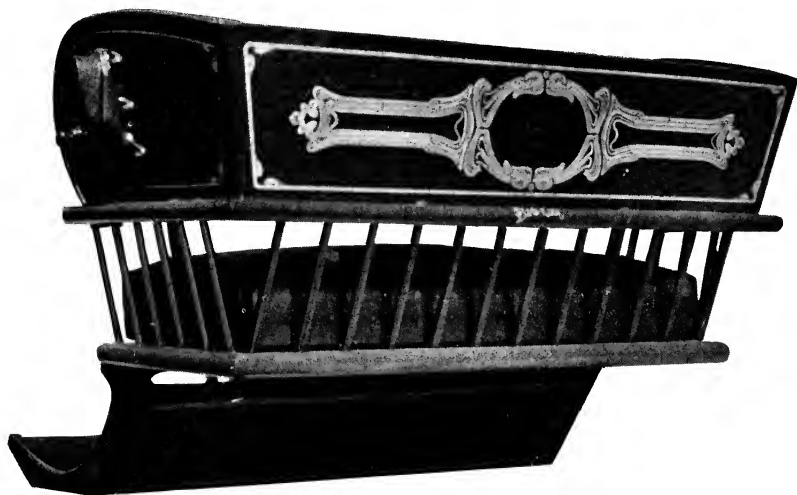
The No. 16 BIG ELI Wheel is the final result of twenty-five years of close attention to all details in building this one particular riding device. We have profited by mistakes in the past and endeavored to eliminate every defective feature about the riding device. ELI BRIDGE COMPANY stands absolutely alone in this particular field. So far as we know we are the only manufacturing plant in the world building Ferris Wheels exclusively. Why not take advantage of our twenty-five years of experience in building this real practical riding device and write us for information, prices, terms.

BIG ELI SEATS

In the February edition of the OPTIMIST our Mr. Roodhouse gave a description of the 1925 improvements on BIG ELI Wheels, one of which was the seat decorations. The BIG ELI seat itself remains the same, all malleables, wood, upholstering, etc., are the same as the regular standard BIG ELI seats, of which we have been writing heretofore.

transfer serial number of the seat.

The accompanying reproduction of the BIG ELI seat decoration does not do justice to the excellent appearance of the decoration. It is impossible for us to show in a picture a copy in actual colors. Therefore, it is impossible for us to reproduce the excellent beauty of BIG ELI seats finished with these decorations.



The colors on regular standard BIG ELI seats are red and green and have not been changed. The improvement in decorations is made by using the decalcomania in addition to the gold transfer, red and green figures. These decorations are of special gold transfer, striping, with blue and black shade; the seat backs, ends, and foot bottoms are also decorated. As shown in the accompanying photograph, there is in the middle of each seat back a special gold transfer, blue, brown and black shade scroll that nicely fills the back of the seat, leaving an oval opening in the middle of the back for the gold

transfer serial number of the seat. These seats make a neat and yet flashy appearance. The gold effect predominates in the striping and special scroll.

If you are especially interested in new seats for your BIG ELI Wheel and will write us we will quote you prices, which are no higher in actual investment and value than the quality of these products testify.

**BIG ELI Wheels
are
Money Getters**

UNDER THE CRAB-TREE

Small Boy—"Me Fadder wants a nickel's worth of ice cream."

Druggist—"Cone?"

Small Boy—"No, Rubenstein."

Well, the Editor of the OPTIMIST will soon be on his feet again. His shoes are about worn out.

A very self-satisfied man called at the Pearly Gates.

"Where from," said Peter.

"Jacksonville, Illinois."

"Well! come in, but you won't like it here."

A young Negro Baptist Preacher had gone into a strange country Church and called on an Old Baptist Deacon to pray. The old Deacon didn't like the looks of the young Preacher, so he prayed thusly. "O, Gawd, give thy Servant this morning the eye of the eagle. The wisdom of the owl. (Amen) from the Brother. Connect his soul with the gospel telephone in the central skies, luminate his brow with the sun of de Heaven, pizen his mind with de love of the people, turpentine his imagination, grease his lips with the possum oil, loosen his tongue wid the lighten of the word. (Amen) (Amen) Yes, Lord! Put perpetual motion in his arm, fill him plum full of the dynamite of thy glory, 'noint him all over wid the kerosene of thy salvation and set him on fire."

We hadn't been feeling very well for several days, and a Big Boob, who always has a remedy for every ailment, told us to drink hot water an hour before meals. So we tried it and we made it all right for about forty minutes and after that we were so full of water we couldn't hold another drop and we felt worse than before.

SOUNDS REASONABLE

The Editor of the OPTIMIST saw a gentleman of color trying to saddle a mule that did not prefer to be saddled. "Does that mule ever kick you Eph?"

Eph—"No, Sur, but he sometimes kicks whar I just bin."

The best after dinner speech we ever heard. "Waiter, give me the check."

Greenstone — "Hello! Goldstone, how is business?"

Goldstone—"Even."

Greenstone—"What do you mean even?"

Goldstone—"Even worse than last week."

An Optimist is a man who believes all the advertisements he reads and a Pessimist is the fellow who writes them.

Remember, Harold, a rattling Flivver gathers no women.

A QUESTION OF TIME

"What will you have, steak or hamburger?"

"What's the difference?"

"One day."

NOW, LET THEM BITE

"See here!" stormed the guide. "You've gone and drank up all the whisky we brought along in case of snake bites!"

"Thass right," admitted the culprit, cheerfully, "but my father always taught me that an ounce of prevention is worth a pound of cure."

A PRESSING MATTER

"Darling," he said, "I love you. Time is short. I leave to-night. Is my suit worth pressing?"

"I don't know," she answered. "Your trousers are rather baggy at the knee, but your coat seems passable."

The World's Best Literature

PAUL AT MARS HILL

Ye men of Athens, I perceive that in all things ye are too superstitious.

For as I passed by, and beheld your devotions, I found an altar with this inscription, "To the Unknown God." Whom therefore ye ignorantly worship, him declare I unto you.

God that made the world and all things therein, seeing that he is Lord of heaven and earth, dwelleth not in temples made with hands;

Neither is worshipped with men's hands, as though he needed anything, seeing he giveth to all, life and breath, and all things;

And hath made of one blood all nations of men for to dwell on all the face of the earth, and hath determined the times before appointed, and the bounds of their habitation;

That they should seek the Lord, if haply they might feel after him, and find him, though he be not far from every one of us;

For in him we live, and move, and have our being; as certain also of your own poets have said, For we are his offspring.

Forasmuch then as we are the offspring of God, we ought not to think that the godhead is like unto gold, or silver, or stone, graven by art and man's device.

And the times of this ignorance God winked at; but now commandeth all men everywhere to repent;

Because he hath appointed a day, in which he will judge the world in righteousness by that man whom he hath ordained; whereof he hath given assurance unto all men, in that he hath raised him from the dead.